ORDER

Orders Order / Rev: 37438

Alt Order #: 08875298 Product Desc: OBAMA/P/D

GMMB

Estimate: 1904

Flight Dates: 10/02/12 - 10/08/12

09/28/12 / 09/28/12 Original Date / Rev:

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Agency Commission:

Billing Type:

Billing Cycle:

Billing Calendar:

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

Priority:

Obama, Barack D-President

Demographic:

A35+ PO1

Product Codes:

LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Din i lan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	32	\$14,705,00	\$12,499,25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$14,705.00	\$12,499.25	0.00
Totals	32	\$14,705.00	\$12,499.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$14,705.00		
Market	100%	\$49,016.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,254.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,450.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Br	eak	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
E 2	8	10/06/12	10/06/12	CBS Early Show	- Sat. CN	1	5-7a	S-	:30	1	\$95.00LV2	0.00 NM	1	\$95.00
				CBS Early Show	- Sat.									
	CBS TI	HIS MORN	ING SATU	RDAY										
	Sta	art Date	End Date	Weekdays	Spots/W	eek	Rate	Rating						
W	eek: 10	/01/12	10/07/12	S-		1	\$95.00	0.00						
E 3	8	10/02/12	10/08/12	Live w/Kelly	CN	1	9-10a	MTWTF	:30	2	\$300.00LV2	0.00 NM	2	\$600.00
				Live w/Kelly										

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KLAS

Order / Rev:

37438

Advertiser:

Obama, Barack D-President

Alt Order #:

08875298

Product Desc:

OBAMA/P/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

1904

Ln Ch Start End LIVE! WITH KELLY	Inventory Code Break	Start/End	l Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/02/12 10/08/12	Weekdays Spots/Week		Rating 0.00						
E 5 8 10/02/12 10/08/12	8 News Now Noon M-F CM	12-1230p	MTWTF	:30	3	\$325.00LV2	0.00 NM	3	\$975.00
8 NEWS NOW AT NOON	8 News Now Noon M-F								
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays Spots/Week MTWTF 3		Rating 0.00						
E 8 8 10/02/12 10/08/12	Ellen CM Ellen	3-4p	MTWTF	:30	5	\$375.00 LV3	0.00 NM	5	\$1,875.00
Start Date End Date Week: 10/02/12 10/08/12	Weekdays Spots/Week		Rating 0.00						
E 9 8 10/06/12 10/06/12	Politics Now S Sebelius CM	Various	S-	:30	1	\$275.00LV2	0.00 NM	1	\$275.00
THE INSIDER WEEKEND	Politics Now S Sebelius	(5:30 PM-6:	OU PIVI)						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
E 11 8 10/02/12 10/08/12	8 News Now 4p M-F CM	4-5p	MTWTF	:30	4	\$350.00 LV3	0.00 NM	4	\$1,400.00
8 NEWS NOW AT 4PM & 4:	8 News Now 4p M-F 30PM	(4:30 PM-5:	00 PM)						
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/02/12 10/08/12 E 12 8 10/03/12 10/03/12	MTWTF 4 Wed 10-11p CM	\$350.00 10-11p	0.00 w	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
	Inside Edition	(10:30 PM-1	**		_	V			•
INSIDE EDITION Start Data - End Data	Weekdays Spots/Week	Rate	Rating						
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	W 2		0.00						
E 13 8 10/02/12 10/08/12	¥	10-11p	W	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
ET/INSIDER	ET	(10:00 PM-1	10:30 PM)						
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/02/12 10/08/12 E 16 8 10/05/12 10/05/12	W 2 Pri 10-11p CM	\$350.00 10-11p	0.00 F	:30	1	\$1,600.00LV2	0.00 NM	1	\$1,600.00
	Blue Bloods								
BLUE BLOODS Start Date End Date	Weekdays Spots/Week	Rate	Rating				i		
Week: 10/01/12 10/07/12		\$1,600.00	0.00						
E 17 8 10/02/12 10/08/12	2 137-237a M-F Elec Plyg@M Electric Playground	137-207a (1:37 XM-2:	MTWTF	:30	2	\$20.00LV2	0.00 NM	2	\$40.00
NATE BERKUS	Electric Playground	(1.37 AIVI-2.	37 AIVI)						
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 2		Rating 0.00			_			
E 18 8 10/06/12 10/06/12	Sat 1235-135a DaVinci I6M Da Vinci Inquest	12.35a-1.35 (12:35 XM-1		:30	1	\$40.00LV3	0.00 NM	1	\$40.00
BROTHERS & SISTERS	Da Villoi Inquest	(12.00)							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$40.00	Rating 0.00						
	2 Sun 105-205a Bros/Sist⊛M Crimetime Saturday	105-205a (1:05 XM-2:	S	:30	1	\$30.00LV3	0.00 NM	1	\$30.00
BROTHERS & SISTERS	Offine United Saturday	(1.05 ANI-2.	OS Alvij						
Start Date End Date	Weekdays Spots/Week		Rating 0.00						
Week: 10/01/12 10/07/12 N20 8 10/02/12 10/07/12	_	9-10p	W	:30	1	\$2,300.00LV2	0.00 NM	1	\$2,300.00
	CSI	5.0	Dalle s						
Start Date End Date Week: 10/01/12 10/07/12		Rate \$2,300.00	<u>Rating</u> 0.00						
	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	-TWTF	:30	2	\$1,750.00LV1	0.00 NM	2	\$3,500.00
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/01/12 10/07/12	-TWTF 2	\$1,750.00	0.00						

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Ln C	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 22	8	10/02/12	10/07/12	· · · · · · · · · · · · ·		8-10p	\$-	:30	1	\$500.00LV2	0.00 NM	1	\$500.00
				KLAS Movie: The	Principle								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/	01/12	10/07/12	S-	1	\$500.00	0.00						
N 23	8	10/02/12	10/07/12	8 News Now 4-5a	СМ	4-5a	-TWTF	:30	2	\$50.00LV2	0.00 NM	2	\$100.00
				8 News Now 4-5a	1								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 10/	01/12	10/07/12	-TWTF	2	\$50.00	0.00						
N 24	8	10/03/12	10/03/12	8 News Now 4-5a	СМ	4-5a	W	:30	1	\$25.00LV3	0.00 NM	1	\$25.00
				8 News Now 4-5a	1								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/	01/12	10/07/12	W	1	\$25.00	0.00						
			•								Totals	32	\$14,705.00